

Rep Order# 9852652 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/26/2012 10:45 AM  
Last Received: 10/26/2012 10:13 AM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRA  
Estimate# 3511  
Buyer AMAG MediaAssistant  
Phone#  
Fax#

Agency ( ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 137/490/3511  
Flight Dates 10/29/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	1135P-1235A	D LETTRMAN	:30	\$1,200.00	11/01-11/01	1 P2	1	1	\$1,200.00	
Rating: 2.3												
	2	SA	8P-11P	CLG FTBL PT	:30	\$10,000.00	11/03-11/03	1 P2	1	1	\$10,000.00	
Rating: 12.0												
	3	TU	8P-9P	NCIS	:30	\$10,000.00	10/30-10/30	1 P2	1	1	\$10,000.00	
Rating: 11.0												
	4	SU	4P-7P	CBS NFL FTBL-2	:30	\$25,000.00	11/04-11/04	1 P1	1	1	\$25,000.00	
Rating: 18.0												
	5	SU	1P-4P	NFL: BENGALS	:30	\$50,000.00	11/04-11/04	1 P1	1	1	\$50,000.00	
Rating: 34.0												

---REPORT TOTALS---

Report Totals: 5 / \$96,200.00

---SALES MONTHLY TOTALS---

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Nov 12: 5 / \$96,200.00

Sales Totals: 5 / \$96,200.00

Station Totals: 5 / \$96,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$119,995	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	6%
		WKRC	80%	WLWT	8%	WSTR	0%	WXIX	5%		

Books null  
Demos RA35+

# Spot Manager: All, 10/29/12-11/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: National Rifle Association

Agency: American Media & Advocacy

Station: WKRC-TV

Order: 68618

## Line: 1

11/01/12	Thursday		:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	NRA	3511	P-2	1	MWASH
				\$1,200.00							1	

## Line: 2

11/03/12	Saturday		:30	\$10,000.00		M-Su Prime Rotator	8:00 PM-11:00 PM	NRA	3511	P-2	1	MWASH
				\$10,000.00							1	

## Line: 3

10/30/12	Tuesday		:30	\$10,000.00		Tue Reg 1	8:00 PM-9:00 PM	NRA	3511	P-2	1	MWASH
				\$10,000.00							1	

## Line: 4

11/04/12	Sunday		:30	\$25,000.00		NFL Regular Season	(4:00:00 PM-7:00:00 P	NRA	3511	P-1	1	MWASH
				\$25,000.00							1	

## Line: 5

11/04/12	Sunday		:30	\$50,000.00		Bengals vs Denver	(1:00:00 PM-4:00:00 P	NRA	3511	P-1	1	MWASH
				\$50,000.00							1	
				\$96,200.00							5	
				\$96,200.00							5	
				\$96,200.00							5	
				\$96,200.00							5	
				\$96,200.00							5	

[Filtered by: ] [Sorted by: Station]